

ATLANTA, GEORGIA
BANGKOK, THAILAND
BRUSSELS, BELGIUM
CHARLOTTE, NORTH CAROLINA
HONG KONG
KNOXVILLE, TENNESSEE
LONDON, ENGLAND

CARL L. BENSON
E-MAIL: CBENSON@HUNTON.COM

HUNTON & WILLIAMS

1900 K STREET, N.W.
WASHINGTON, D.C. 20006-1109

TELEPHONE (202) 955-1500

FACSIMILE (202) 778-2201

MCLEAN, VIRGINIA
MIAMI, FLORIDA
NEW YORK, NEW YORK
NORFOLK, VIRGINIA
RALEIGH, NORTH CAROLINA
RICHMOND, VIRGINIA
WARSAW, POLAND

FILE NO.: 47004.000073
DIRECT DIAL: (202) 955-1888

June 23, 2000

BOX PATENT APPLICATION
Assistant Commissioner for Patents
Washington, D.C. 20231

Re: Filing of New U.S. Utility Patent Application
Title: SYSTEM AND METHOD FOR IMPLEMENTING A
CONSOLIDATED APPLICATION PROCESS
Inventor: Robert Rosko
Attorney Docket No.: 47004.000073

Dear Sir:

Attached is a new patent application for filing in the United States Patent and Trademark Office including twelve (12) pages of Specification, four (4) pages of Claims (numbered 1-13), one (1) page Abstract, three (3) sheets of Drawings (labeled Figs. 1-2B), and unexecuted Sole Declaration.

The filing fee is calculated as follows:

				AMOUNT
BASIC FILING FEE				\$690.00
No. of Claims		No. in Excess	Rate	
Number of Claims in Excess of: 20	13	0	\$ 18.00	.00
Independent Claims in Excess of: 3	2	0	\$ 78.00	00
First Presentation of Multiple Dependent Claims			\$ 130.00	
Reduce by 1/2 for Small Entity				
TOTAL FEE DUE				\$690.00

HUNTON & WILLIAMS

BOX PATENT APPLICATION

Page 2

A check in the amount of \$690.00 is attached to cover the basic application filing fee. In the event of any variance between the amount enclosed and the Patent and Trademark Office charges, please charge or credit any difference to the undersigned's Deposit Account No. 50-0206.

Please direct all communication concerning this application to:

Thomas J. Scott, Jr., Esq.
Hunton & Williams
1900 K Street, N.W.
Suite 1200
Washington, DC 20006

Respectfully submitted,

HUNTON & WILLIAMS

By: Carl L. Benson
Carl L. Benson
Registration No. 38,378

1900 K Street, NW, Suite 1200
Washington, D.C. 20006-1109
Telephone: (202) 955-1500
Facsimile: (202) 778-2201

Dated: June 23, 2000

SYSTEM AND METHOD FOR IMPLEMENTING A
CONSOLIDATED APPLICATION PROCESS

FIELD OF INVENTION

5 The present invention relates generally to a method that allows customers of a networked service provider to apply for a variety of networked services on one dynamically assembled consolidated application and enables them to receive real time decisioning on their application status for many products.

10 **BACKGROUND OF THE INVENTION**

A networked service provider may want to provide its customers with access to a plurality of services, each services having its own, unique application process.

For example, an Internet banking site may wish to provide their customers with a full range of banking services, *e.g.*, opening and maintaining a checking account, applying for a credit card or loan, paying bills, or accessing brokerage or financial planning services. Using the current state of the art, before a customer can utilize these services, the customer must complete a separate application process for each product. Therefore, the customer may be required to complete several applications, often entering the same information, *e.g.*, name, address, telephone and social security number, on multiple applications. This is a significant drawback to the customer. This is also a significant drawback to the Internet banking host because customer dissatisfaction may result in lost accounts. Furthermore, when a customer of a networked service provider completes a service application, application processing may

15

20

require a significant amount of time. This delay in the application process is a significant drawback.

SUMMARY OF THE INVENTION

5 An object of the present invention is to overcome this and other drawbacks in the existing systems and methods.

 Another object of the invention is to provide customers of a networked service the ability to apply for a variety of services on one consolidated application.

10 Another object of the invention is to enable customers to receive real time decisioning on the status of their applications.

 These and other objects of the invention are accomplished according to various embodiments of the invention. The present invention provides a consolidated application system that comprises a dynamic application module. Users choose one or more services provided through a networked service provider. Then, the dynamic application module
15 presents the customer with a consolidated application, which is partially completed with information that is known about the customer. After the customer completes the blank portions of the application, the dynamic application module sends the application to another server for real-time processing.

 In one embodiment, the present invention may comprise a method of enabling
20 customers of an Internet banking service provider to complete applications for particular banking services, where the applications are pre-filled with customers' personal information. Internet banking customers, for example, may utilize a browser system to connect to a host

server providing a range of Internet banking services. If the customer wishes to utilize one of the particular services, he or she may select that service. These services may include on-line bill paying, instant credit card applications, loan applications, or checking account services. The customers may have to apply for the selected service(s) by completing an application.

After selecting desired banking services and products, a dynamic application module of the host Internet bank, determines the services for which the customer is applying. The dynamic application module then creates an application page for the customer to complete over the network. The application page contains fields for the customer to provide the information required to apply for each required service. This dynamically created application page allows the customer to apply for many services and products through an easily completed and efficient applications process. The dynamic application eliminates duplicate requests for identical information from the customer that is required when the customer completes individual static applications for each product or service.

To further expedite and simplify the application process, the dynamic application module is able to determine whether the customer is logged in as a customer of the host Internet bank. If the customer is logged in, the dynamic application module may contact an e-profile database to retrieve the customer's previously provided personal information. This information may include the customer's name, address, and telephone number. The dynamic application module then fills the particular application with the personal information and then presents the customer with the partially completed application for completion. If the customer is not logged into the host Internet banking site, he or she is presented with a blank

application for completion.

After the customer completes the application for the banking service and verifies that the information provided on the application is correct, the application is sent for further processing to approve or decline the application. The customer then receives the status of his or her application.

In the above manner, this application process provides Internet users a method to efficiently apply for products or services and obtain an immediate decision.

BRIEF DESCRIPTION OF THE DRAWINGS

Figure 1 depicts a schematic diagram of a system according to an embodiment of the invention.

Figures 2A and 2B depict a flow diagram illustrating a method according to an embodiment of the present invention.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

For purposes of illustration, a system and method according to an embodiment of the present invention are described below. That system is described as being part of an Internet system that enables customers of an Internet banking service provider to complete applications for particular banking services, where the applications are pre-filled with customers' personal information. The invention is described in terms of an Internet based bank providing a multitude of financial services, some of which are provided by remote providers. However, this embodiment is exemplary only. The invention also finds

application in other scenarios requiring customers of a host service provider to complete an application in order to utilize services provided. It should be appreciated that the present invention could be implemented through a variety of networked environments, such as the telephone network, a satellite connection network, or any other system that provides
5 information to a user in a network fashion.

For purposes of clarity and simplicity, the invention is described in terms of the existing Internet. The skilled artisan will recognize that the invention could be implemented in variations thereto, such as the so-called Internet Protocol Next Generation (IPng) or any other variations of networked packet-switch technology.

10 An embodiment of a system for implementing the method disclosed below is depicted in Figure 1. It should be understood that other embodiments for carrying out the present invention may be provided. In the exemplary embodiment of Figure 1, a plurality of customers access the dynamic application system through user processors 20 connected using network 10 to a host service provider 30. In the preferred embodiment, the customers
15 connect to an Internet banking service site at host service provider 30. Also in the preferred embodiment network 10 comprises the Internet, although the network may also comprise a cable network, a LAN, a WAN, an intranet, the Supernet, or any other network that allows transmission of data. The user processors 20 are local computers including Internet browser modules.

20 The host service provider 30 is a server on which resides the software interface to the Internet bank. The host service provider comprises a plurality of modules that function to perform the functions described above in addition to other functions including those set forth

below. Although separate modules are described for performing these functions, it should be noted and understood that additional modules may also be provided and that modules may be combined.

According to the preferred embodiment of the invention, host service provider 30
5 includes a universal session manager 32, a dynamic application module 34, an e-profile database 36, and an application processing database 38.

The dynamic application module 34 is a software package that provides customer applications to the bank's products and services. The dynamic application module 34 interacts with the universal session manager 32. The universal session manager is a program
10 to manage customer data and security while interacting with the host service provider 30. When an existing customer is logged in to the universal session manager, previously provided stored information regarding the customer is made accessible. The dynamic application module 34 interacts with the universal session manager 32 to gain access to this information that may be used during the application process to automatically fill certain
15 application fields. The dynamic application module 34 retrieves this information from the e-profile database 36. The e-profile database 36 is a database that contains information regarding existing customers. The application processing database 38 is a database that stores information regarding an applicant's application process. Such information may include the length of the application process, whether the application was ultimately
20 submitted and the ultimate decision on the application. The dynamic application module 36 interacts with the application processing database by providing data regarding the application process.

Approval of the application is accomplished through an decision module 40.

Decision module 40 is a processor dedicated to receiving an applicant's data and determining whether the applicant meets the requirements for receiving credit. Decision module 40 may reside outside the host service provider 30 and may receive applicant data from multiple sources. The dynamic application module 34 provides applicant data to the decision module 40 and also receives the results of application determination from decision module 40. The dynamic application module 34 is constructed to receive application data from a customer's user processor 20 through network 10 and to format this data for transmission to decision module 40.

The preferred embodiment of the method of dynamically creating an application page and receiving an application from a customer is described below. Referring now to Figures 2A and 2B, the preferred method executed by the system shown in Figure 1 is depicted. In step 50, a customer is prompted to apply for products or services offered by the provider. The prompt may be included in a web page provided by the host service provider 30 at the request of the customer. The prompt may also take the form of an advertisement or other link to the Internet bank site. In step 100, the customer of an internet bank selects one or more internet banking products and services. The host service provider 30 may comprise a server system connected over the World Wide Web or Interent 10 to provide web-pages upon request from one or more users utilizing a web browser on user processor 20.

Accordingly, step 100 may comprise a customer connected to a web site of an Internet banking service provider and utilizing the browser on user processor 20 to select a service provided through that web site. This selection may occur through a page or pages provided

by the bank that allows the customer to select multiple products from an extensive list of available products. The term products is used herein to refer to products and services. In this Internet bank example, the products include credit cards accounts, checking accounts (and overdraft protection), loans, investment accounts, certificates of deposit, etc. The selection may also occur through an advertisement or other presentation that provides a link to the dynamic application module 34. In the later case, the customer may not have the opportunity to choose from among all the products and services supported by the dynamic application module 34. The dynamic application module receives the customer selections from each of the various customer entry points and processes each request according to the products and services selected by the customer.

In step 150, the dynamic application module receives the customer selection. In the preferred embodiment, the customer selection is received in the form of a uniform resource locator (URL) that is directed to the dynamic application module 34 and includes parameters that indicate which services or products the customers desires to apply for. The dynamic application module 34 parses the received URL to identify the products and services selected by the customer.

In step 200, the dynamic application module determines the categories of information required to apply for the services and products identified in the receiving step 150. Each product and service supported by the dynamic application system is associated with the categories of information required to apply for the product or service. For example, the customer may desire to apply for both a checking account and a credit card. After identifying that the customer has selected a checking account and a credit card in step 150,

the dynamic application module determines the categories of information required to apply for both a checking account and a credit card. This may include, for example, information generic to all applications such as name, address, employer, income, housing, etc. Other categories may include information specific for application for the checking account or the credit card account. For example, application for the checking account may include information regarding whether overdraft protection is desired. Application for the credit card may include information regarding whether the customer wishes to transfer balances from other credit cards. Other categories of information may apply to multiple but not all services or products. For example, application for both the checking account and the credit account may include information regarding whether the customer desires a second user to have access to the accounts. This information may not be required if the customer is applying to purchase a certificate of deposit. Thus in the current example where the customer has selected to apply for both a checking account and a credit card account, the dynamic application module would determine that a general information category, a second authorized user category, a overdraft category, and a balance transfer category of information is required.

In step 250, an application page is assembled that requests the information for each of the categories determined to be required in step 200. Each category of information has a corresponding associated HTML document. The document for each category includes objects permitting the customer to enter the required information. These objects may include text fields, buttons, image fields, checkboxes, radio buttons, list/menus, etc. The dynamic application module 34 dynamically assembles the HTML documents associated

with each required category of information into an application page. The application page thus includes all the objects required to gather all the information to apply for each product or service selected by the customer. However, no information is requested multiple times from the customer regardless of the number of services or products selected.

5 In step 300, the dynamic application module interacts with the universal session manager 32 to determine if the customer is logged in as an existing customer. The dynamic application module 34 performs a HTTP redirect to the universal session manager 32 to determine if the customer is logged in. If the customer is logged in, the universal session manager 32 performs a redirect back to the dynamic application module 34 with a parameter
10 appended to the URL identifying the customer. If the customer is not logged in, the redirect back to the application module includes no customer identification parameter. If the customer is an existing customer that has logged into the system, then in step 350 the dynamic application module 34 interacts with the e-profile database 36 to retrieve stored information regarding the customer. The customer identification parameter received from
15 the universal session manager 32 is provided to the e-profile database 36 and stored data regarding the customer is returned to the dynamic application module 34. The dynamic application module 34 inserts this information into the appropriate objects in the application page at step 375. For example, the customer name is pre-inserted into a name text field in the application page.

20 The customer is then provided the application in step 400. If the customer has logged in as an existing customer, then a partially pre-filled application page is provide from step 375. If the customer has not logged in, a blank application form is provided. The

application form may be provided as a direct reaction to the URL received in step 150. The application may alternatively be provided after customer has been provided with additional pages, which may provide addition disclosure or instructions. A Secured Socket Layer (SSL) channel is initiated once the customer selection is received and all data requested by the application is encrypted, preferably using 128 bit encryption.

After the customer completes the application, the customer indicates that the information should be sent to the Internet Bank. At this point the customer input information is verified at step 450 to ensure that is in the proper form and meets certain minimum standards. This verification step may verify that all required information has been provided by the customer. The verification step may also verify that the form of the information provided is correct. The information provided by the customer may be validated by comparison to acceptable field types, maximum length, minimum length, etc. For example, the verification step may ensure that the customer has provided a ZIP code and may also verify that the data input is a valid ZIP code or in the form of a valid ZIP code. If the information input by the customer is not in the proper form a page is displayed requesting that the customer enter valid information. If the information is verified in step 450, then the information is accepted by the dynamic application module.

Upon accepting the application information from the customer, the dynamic application module causes the information to be formatted and sent to the decision module 40, as shown in step 600. The decision module 40 returns an application locator key to the dynamic application module upon receiving and saving the application information. After the customer has indicated that the input information is to be sent to the Internet Bank, the

customer may be provided in step 550 with additional disclosure regarding the products and services selected. The system may provide other messages or advertisements at this time.

The dynamic application module 34 also logs information regarding the application process.

This information may includes data such as the time the application was provided to the

5 customer, the time the completed application was received, if the completed application was received, and other information regarding the application process. This information is sent to the application processing database in step 650.

The dynamic application module 34 requests the results of the application processing

from the decision module with the application locator key as shown in step 700. These

10 results are provided to the customer promptly in an appropriate form by the dynamic

application module 34. As this process is entirely automated, the results can be provided in

approximately one minute of submitting the application data. The results cover all of the

products the customer may desire. If the customer application for any product or service is

approved, the dynamic application module requests further identifying information. Upon

15 receiving the further information the dynamic application module 34 provides the customer

with a link to an enrollment module. If not approved the customer may be provided with

information regarding further review of the application and future contact by the bank.

Other embodiments, uses and advantages of the present invention will be apparent to those skilled in the art from consideration of the specification and practice of the invention

20 disclosed herein. The specification and examples should be considered exemplary only.

The intended scope of the invention is only limited by the claims appended hereto.

Claims

What is claimed is:

1. A method for dynamically creating a network based application form comprising the steps of:

receiving a request to apply for at least one of a plurality of products, the request received over the network, wherein specific information is required to be submitted to apply for each one of the plurality of products;

assembling an application page for display over the network, said page assembled from a plurality of documents, wherein each document of the plurality of documents contains at least one field corresponding to the specific information required to apply for one of the plurality of products; and

receiving information input corresponding to each field contained in the application page.

2. The method of claim 1, further including the steps of:

validating the information input by comparing the information input to validation criteria and, when the information input fails to correctly compare to the validation criteria, assembling a second application page including prompts to reenter information; and

receiving corrected information input.

3. The method of claim 1, further including the step of forwarding the information input to a decision module for processing the information input.

4. The method of claim 1, further including the steps of:

determining whether the request to apply originates from a customer that is logged in to a session manager;

accessing stored data regarding the customer if the customer is logged in, wherein the step of assembling an application page includes inserting the stored data in the application page displayed over the network.
5. The method of claim 1 wherein the plurality of products includes banking products and the specific information required to apply for one of the plurality of products includes information regarding an amount of credit to be extended.
6. The method of claim 5 wherein further including the step of forwarding the information input to a decision module for processing the information input to determine if data input justifies extension of credit.
7. The method of claim 1 wherein the request is in the form of parameters received within a universal resource locator.
8. A system for obtaining application data from an applicant through a dynamically created network based application form comprising:

a dynamic application module for receiving a request to apply for at least one of a plurality of products, dynamically creating an application requesting data required to apply for the at least one a plurality of products, and receiving the data requested; and

a decision module in communication with said dynamic application module, said decision module for receiving the data, generating a decision regarding the application, and providing the decision to said dynamic application module.

9. The system according to claim 8 further comprising:

a universal session manager in communication with said dynamic application module, said universal session manager for creating a verification of an originator of the request; and

a profile database in communication with said dynamic application module, said profile database for providing stored data regarding the originator of the request.

10. The system according to claim 9 further comprising a host server wherein said dynamic application module, said universal session manager and said database reside on said host server.

11. The system according to claim 10 wherein said host server is connected to a network.

12. The system according to claim 11 wherein said dynamic application module provides the application in the form of an application page over the network to the originator of the

13. The system according to claim 8 further including a processing database in communication with said dynamic application module, said processing database for receiving data regarding use of said dynamic application module.

A system and method for dynamically creating and presenting a network based application for any number of a plurality of products. The method and system upon receiving a request to apply for one or more of a plurality of products, dynamically creates an application pages that includes fields to input the specific information required to apply for the selected products. The application page is provided to the applicant through the network and the application data is received by the system. The method and system causes the application data to be processed and provides the results to the applicant. The applicant is provided the results of multiple specific applications in with minimal data input and in real time.

Downloaded from www.scribd.com

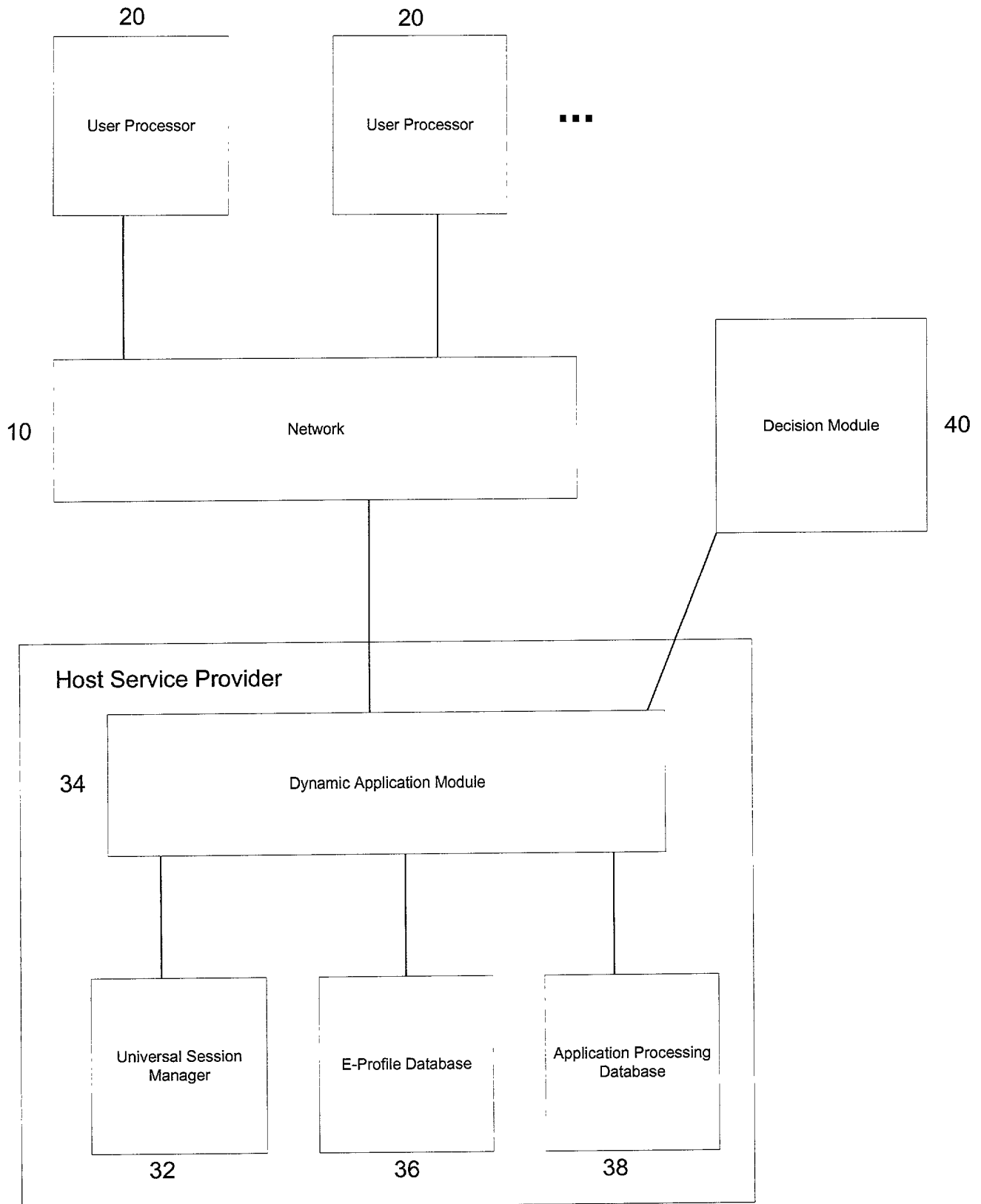


Figure 1

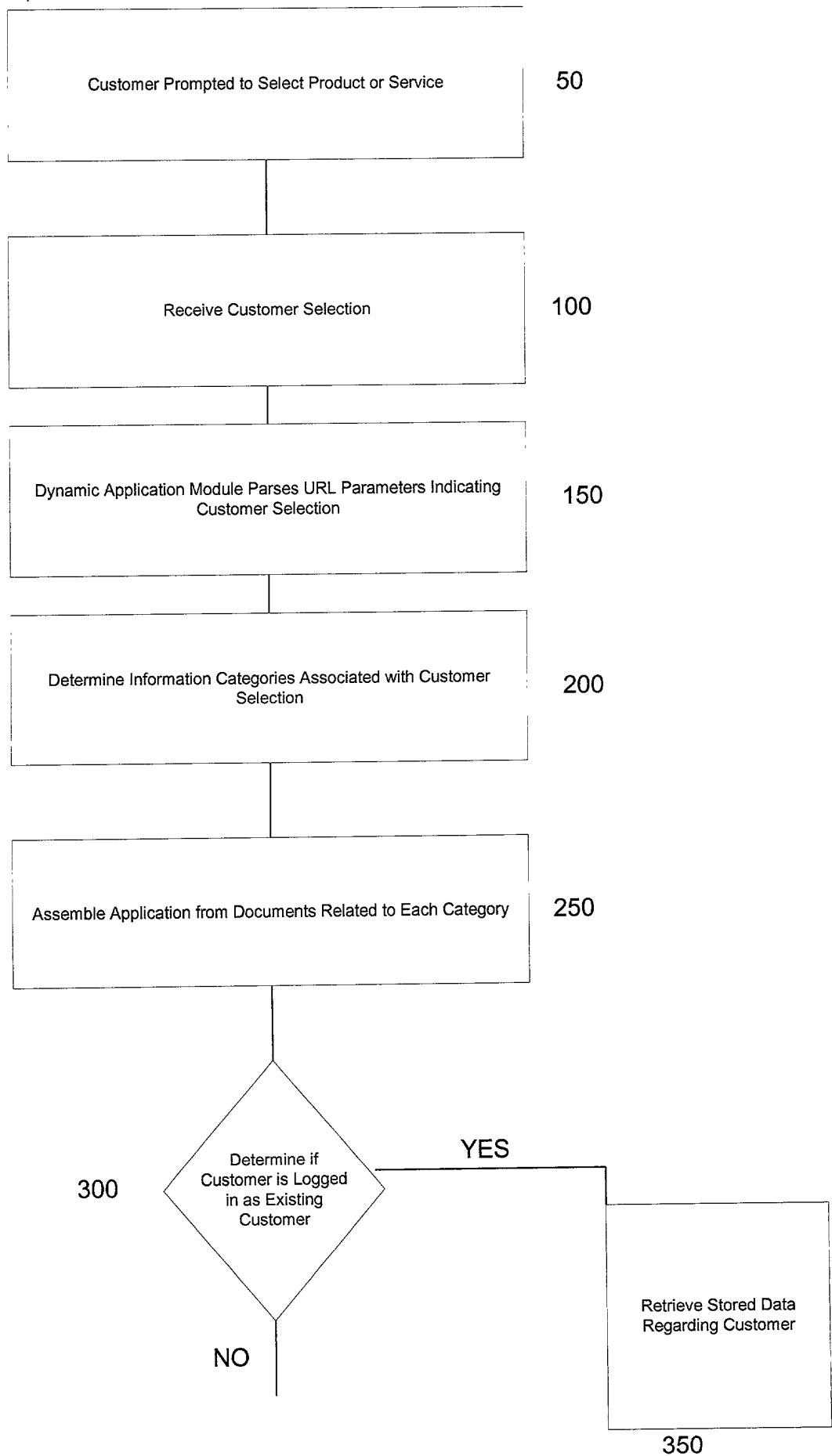


Figure 2A

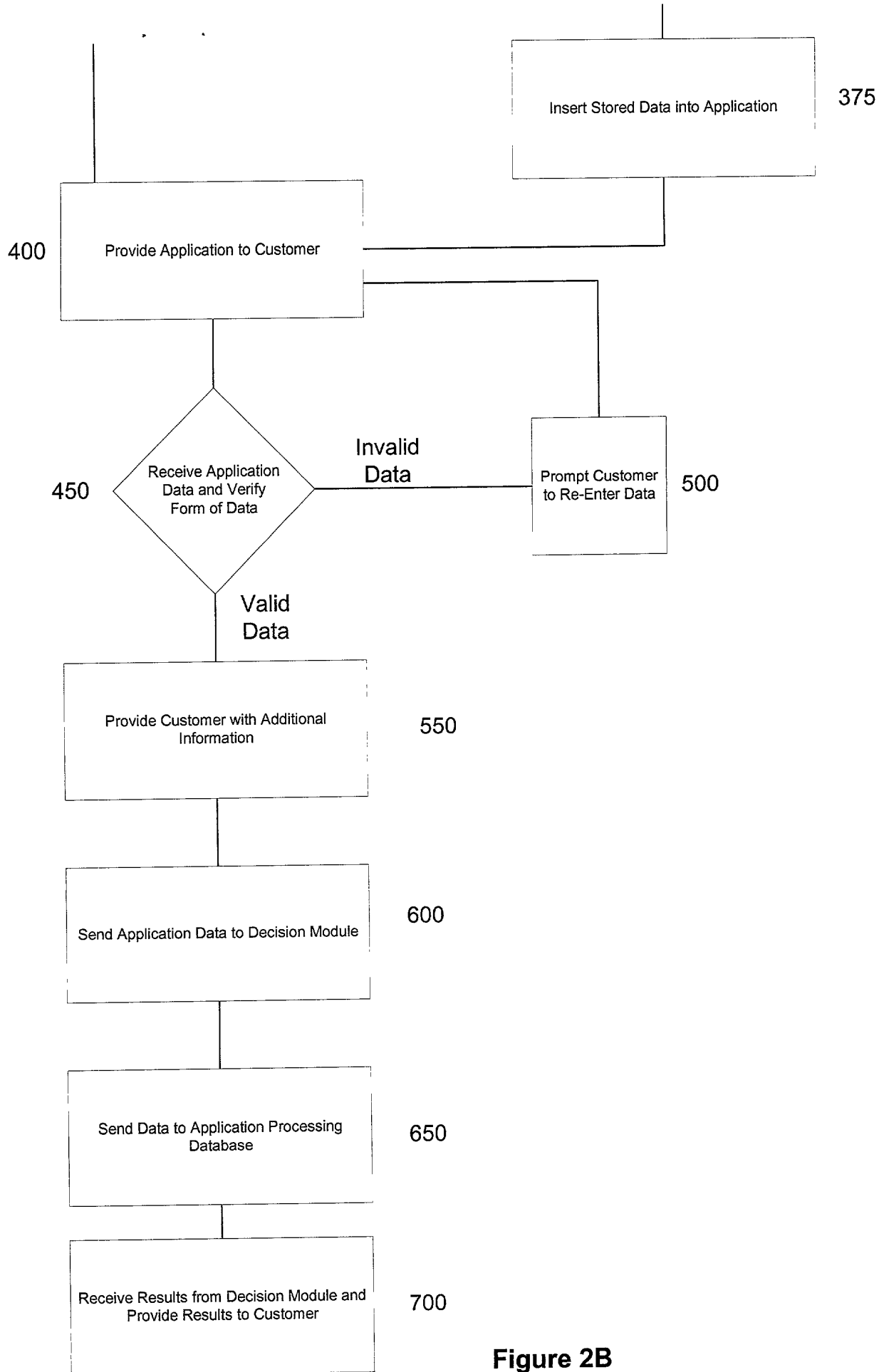


Figure 2B

SOLE DECLARATION FOR PATENT APPLICATION

As the below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name;

I believe that I am the original, first and sole inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled SYSTEM AND METHOD FOR IMPLEMENTING A CONSOLIDATED APPLICATION PROCESS, the specification of which

- ☒ is attached hereto.
☐ was filed on _____ as Application Serial Number _____ and was amended on _____.

 (if applicable)
☐ is an International Application, PCT Application No. _____ filed on _____.

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, § 1.56(a).

Prior Foreign Application(s)

I hereby claim foreign priority benefits under Title 35, United States Code, § 119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application(s) for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

Country	Application Number	Date of Filing (day, month, year)	Date of Issue (day, month, year)	Priority Claimed Under 35 U.S.C. 119
				Yes <input type="checkbox"/> No <input type="checkbox"/>
				Yes <input type="checkbox"/> No <input type="checkbox"/>

Prior United States Provisional Application(s)

I hereby claim the benefit under Title 35, United States Code, § 119(e) of any United States provisional application(s) listed below

Application Serial Number	Date of Filing (day, month, year)

Prior United States Application(s)

I hereby claim the benefit under Title 35, United States Code, § 120 of any United States application(s) listed below, and insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, § 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, § 1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

Application Serial Number	Date of Filing (day, month, year)	Status - Patented, Pending, Abandoned

And I hereby appoint, both jointly and severally, as my attorneys with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected herewith the following attorneys, their registration numbers being listed after their names:

Thomas J. Scott, Jr., Registration No. 27,836; Stanislaus Aksman, Registration No. 28,562; James G. Gatto, Registration No. 32,694; Christopher C. Campbell, Registration No. 37,291; Thomas M. Blasey, Registration No. 33, 475; Thomas E. Anderson, Registration No. Henry C. Su, Registration No. 37,738; Brian M. Buroker, Registration No. 39,125; Charles F. Hollis, Registration No. 40,650; Jonathan D. Link, Registration No. 41,548; Kevin J. Dunleavy, Registration No. 32,024; Kevin T. Duncan, Registration No. 41,495; Charles B. Lobsenz, Registration No. 37,857; George Georgellis, Registration No. 43,632; Stephen T. Schreiner, Registration No. 43,097; Christopher J. Cuneo, Registration No. 42,450; Raphael A. Valencia, Registration No. 43,216; Scott D. Balderston, Registration No. 35,436; Steven P. Klocinski, Registration No. 39,251; Yisun Song, Registration No. 44,487; Jennifer A. Albert, Registration No. 32,012; Kerry Owens, Registration No. 37,412; Milan M. Vinnola, Registration Number 45,979; Devin S. Morgan, Registration No. 45,562; Andrew J. Ririe, Registration No. P45,979; Carl L. Benson, Registration No. 38,378; Robin C. Clark, Registration No. 49,050; Herbert V. Kerner, Registration No. 42,721; Rene' Vazquez, Registration No. 38,647.

All correspondence and telephone communications should be addressed to Hunton & Williams, 1900 K Street, N.W., Washington, D.C. 20006-1109, telephone number (202) 955-1500, which is also the address and telephone number of each of the above listed attorneys.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Signature _____ Date _____

Full Name of
Sole Inventor

ROSKO

Robert

Family Name

First Given Name

Second Given Name

Residence

Citizenship

Post Office
Address

HUNTON & WILLIAMS
1900 K Street, NW, Suite 1200
Washington, D.C. 20006-1109
Tel: (202) 955-1500
Fax (202) 778-2201